



The 2003 Outsourcing World Summit

Conference & Exposition

Rethinking Outsourcing Providers as Alliance Partners

Wednesday, February 26, 2003

8:30 – 9:20 AM

LARRAINE SEGIL

Co-founder and CEO

THE LARED GROUP AND LSP, INC.

Learn:

The proven metrics and methodologies for transforming outsourcing providers into strategic alliances.

The final morning of The 2003 Outsourcing World Summit explores the latest techniques in each of the three critical phases of outsourcing – creating the right business alignment with the right provider, crafting the outsourcing agreement, and managing the ongoing relationship.

Lorraine Segil begins the morning's program by explaining that strategic outsourcing is really one of the most critical alliances that any organization can create. Yet alliance techniques, which are known to add value and power, are often not applied to the selection and relationship formulation for an outsourcing partner.

The key is that to manage outsourcing like an alliance executives need to know how to define and apply metrics that increase quality, timeliness and value *for both parties*. Turf and territorial issues, functional differences, departmental silos and accountability concerns are all known contributors to why this doesn't happen today. In this session, Segil provides the tools to resolve those problems.

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Building upon years of experience and research in alliance formulation and management, learn the proven techniques for positioning outsourcing providers as alliance partners – turning them into collaborative resources and ensuring accountability. Topics include:

- When an outsourcing provider should and should not be managed as a strategic alliance
- The metrics of alliances – how they differ
- The challenges when suppliers are of different size, importance and vulnerability
- Coordinating internal groups who must collaborate with each other as well as the outsourcing providers
- Real, practical management tools for immediate remediation of difficult relationships



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LARRAINE SEGIL
Co-Founder and CEO
THE LARED GROUP AND LSP INC.

Lorraine Segil speaks on the management tools that make the right stuff – Alliances, Leadership, E-business and Humor. Lorraine is the author of *Dynamic Leader, Adaptive Organization* (John Wiley and Sons, May 2002), *FastAlliances™: Power your E-Business* (John Wiley And Sons 2001), *Intelligent Business Alliances* (Times Books, Random House, 1996) and *Partnering: The New Face of Leadership* (AMACOM, Sept 2002) By Lorraine Segil, Marshall Goldsmith and James Belasco (all proceeds Segil has donated to World Trade Center Funds)

Quoted as an expert in alliances by The Corporate Strategy Board in their study on Alliances as well as the Corporate CFO Strategy Study on the importance of Alliances for CFO's, and featured as "The Real Internet deal" by Fast Company magazine, Ms. Segil has been profiled in Business Week, CEO, CIO, CFO, Bloomberg News, and Internet World, to name a few. A regular commentator on CNN, CNBC and Yahoo FinanceVision on alliances and mergers, she is a monthly correspondent for IT Malaysia and IT Singapore. She speaks and consults worldwide on alliances for domestic and global companies and has been named by The Financial Times Knowledge Dialogue Group, as their World Thought Leader on Alliances.

Formerly CEO of an aerospace materials distribution company, Ms. Segil is the co-founder of The Lared Group, a Los Angeles-based international management consulting firm. She is also CEO of Lorraine Segil Productions, Inc., a virtual corporation whose products demonstrate her thought leadership in alliances. Products include web-based programs, videos, satellite television, monthly columns, email newsletters, live executive education, speakers' bureaus and keynotes, in person courses, audio books, books, CDs with software, comic strips on e-business, consultation and e-forums. Lorraine Segil Productions, Inc. distributes Segil's video series on Management, Alliances, Leadership and Customer Focus in domestic and international markets.

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LARRAINE SEGIL

She presents senior executive programs on alliances for The California Institute of Technology, Marcus Evans Seminars Worldwide and The Institute of Management Studies as well as for The Lared Group and Lorraine Segil Productions (worldwide). Segil's web-based, intranet, interactive program "Partnering for Results" is offered through the Ninth House Network. PBS The Business Channel presents Segil's program "Shall we dance?" via satellite, video and the web.

In addition to alliances and e-business, Segil speaks on the new leadership needed in a time of meaningful work, as well as humor as a management tool – the first credible speaker with real business credentials to do so. Segil holds a JD MBA as well as a Masters degree in Classics; and in 2002, went LIVE AT THE IMPROV in Los Angeles as a stand up comedian (in order to prove that anyone can learn to be funny....)

Contact Lorraine Segil at lsegil@lsegil.com or Raquel Galindo at Raquel@lsegil.com or call (310) 556-1778. Do visit our website at www.lsegil.com and www.laredgroup.com.

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The Outsourcing World Summit 2003 Palm Desert, CA

February 24-26th, 2003


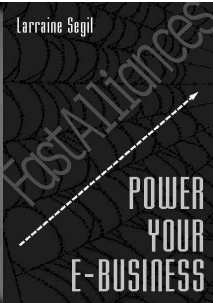
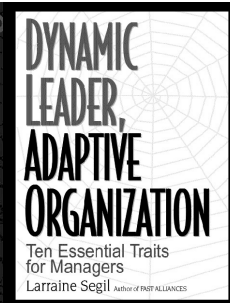


By

Lorraine Segil

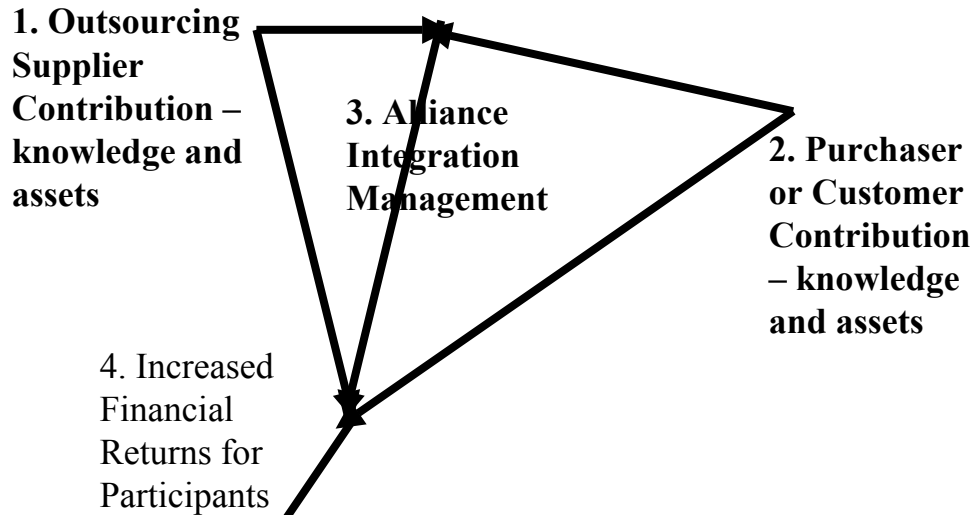
The Lared Group

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Sept 1996	Jan 2001	June 2002	Sept 2002	Sept 2003
				ALLIANCE METRICS By Lorraine Segil AMACOM SEPT 2003
WHO ARE WE?	The Lared Group -The Strategic Alliance Resource			
WHAT DO WE DO?	5 Books Written by Lorraine Segil Assist companies to create, implement, add value to and develop customized systems and approaches to alliances and partnerships through best practice processes, methodology, tools, metrics. We advise our global client base on the creation, implementation and remediation of alliances throughout their lifecycles Services include strategic and alliance consulting, on-line distance learning programs (Ninth House), alliance videos, Caltech Exec. Ed. Our Research and White Papers span over 800 companies over 2 decades re alliance topics such as: Compatibility as a Success factor, Leadership, Channel Alliances and Alliance Metrics			
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MANAGING OUTSOURCING AS AN ALLIANCE FOR INCREASED RETURNS

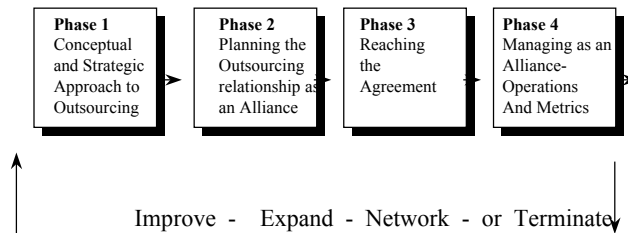


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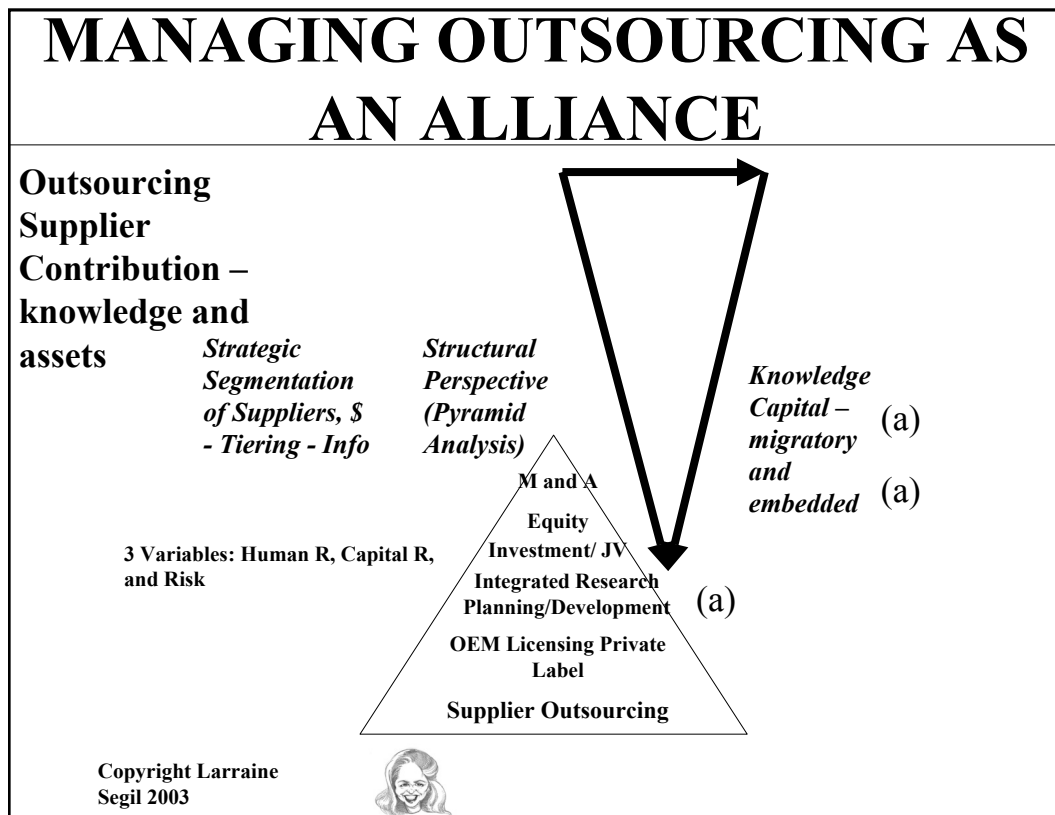
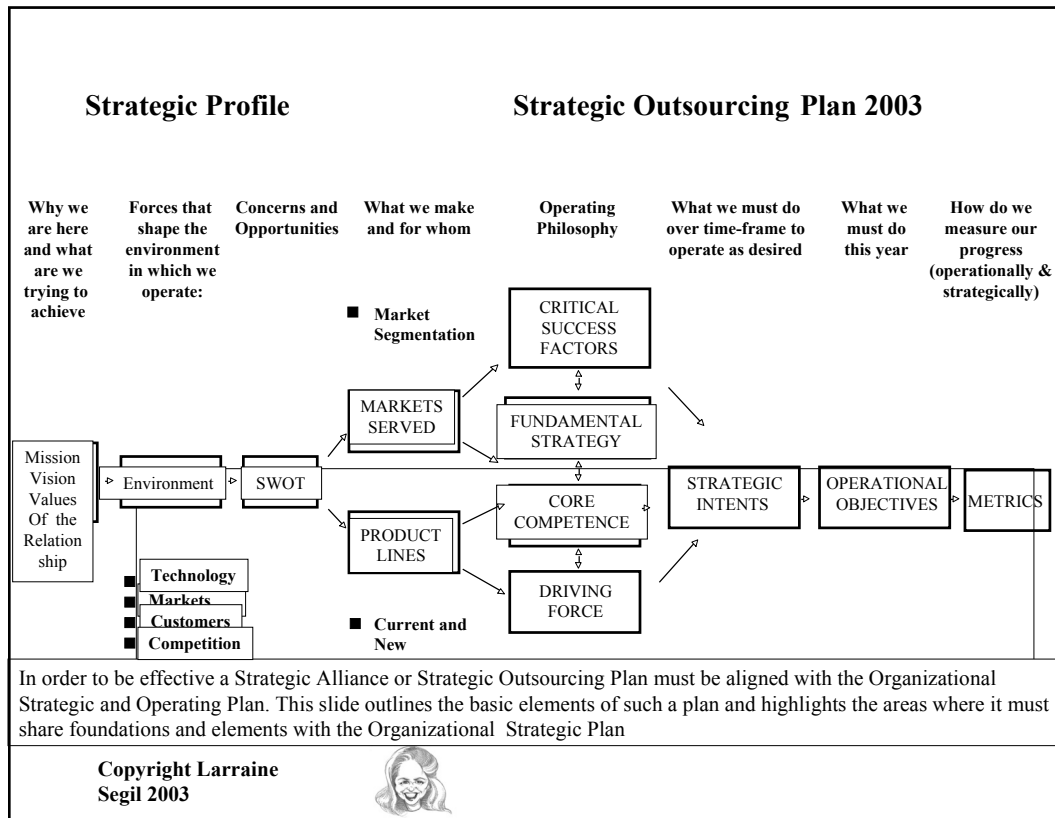
Building Alliance Competence into Outsourcing

Outsourcing Alliance Development and Implementation

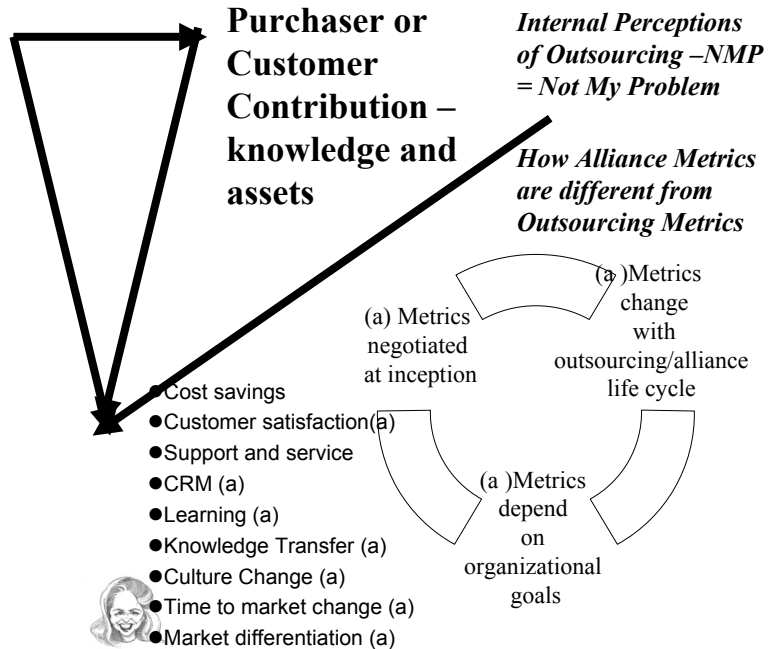


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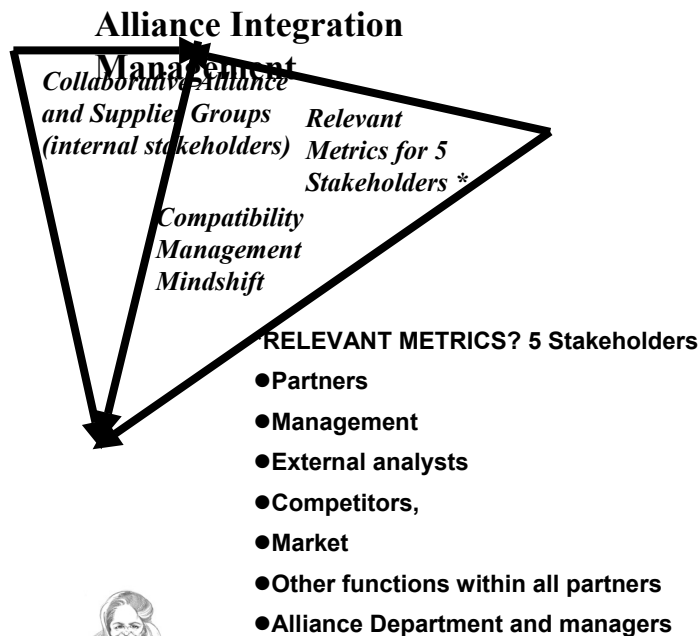


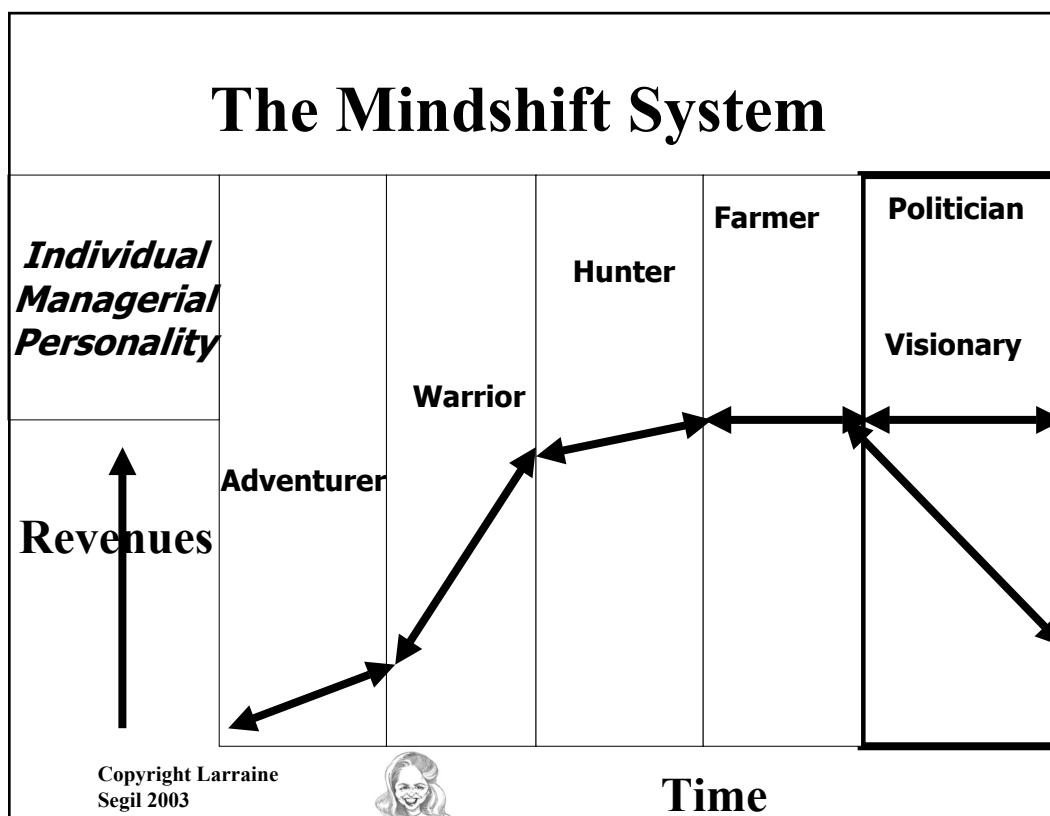
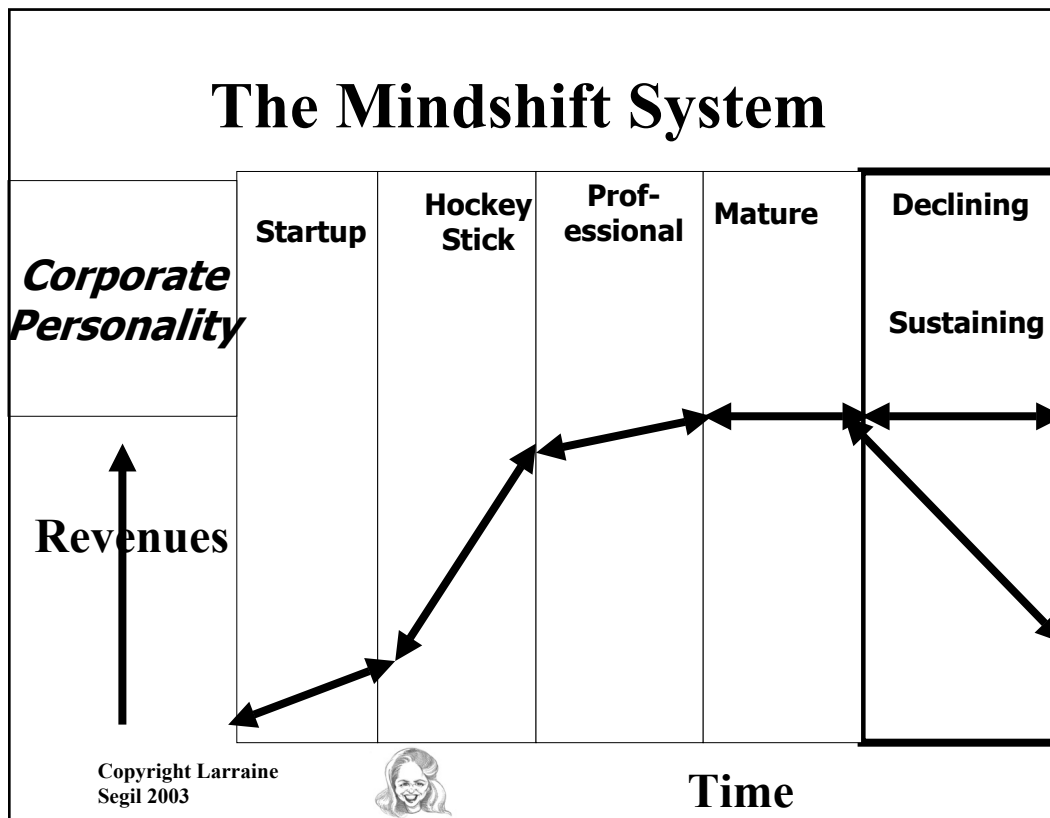


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The Mindshift System

Project
Personality
or
Priority

BET THE FARM

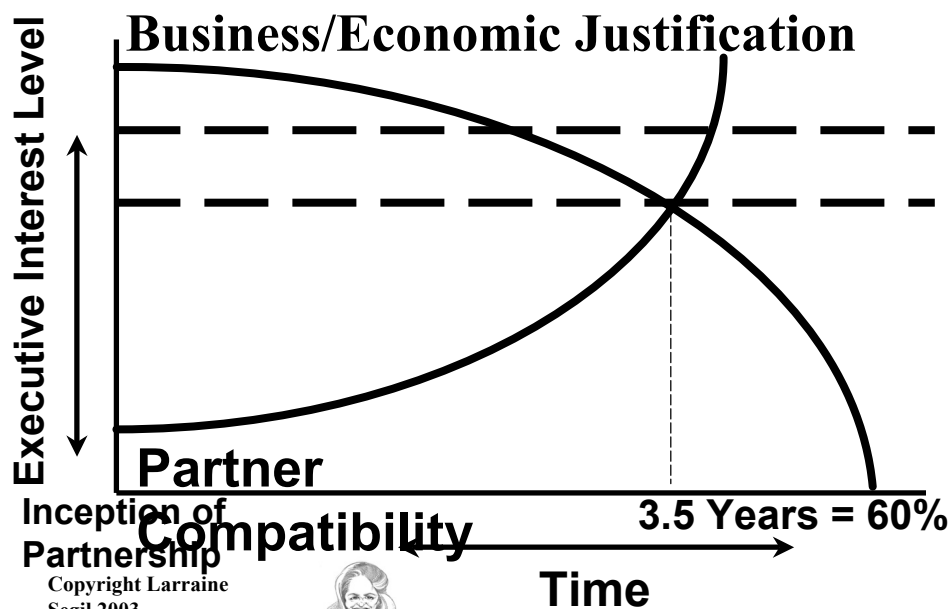
Middle of the Road

Experimental

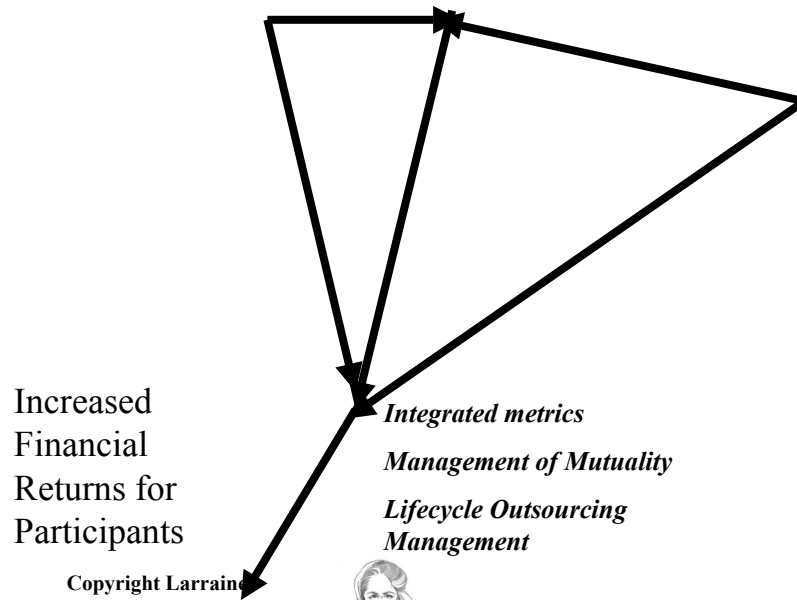
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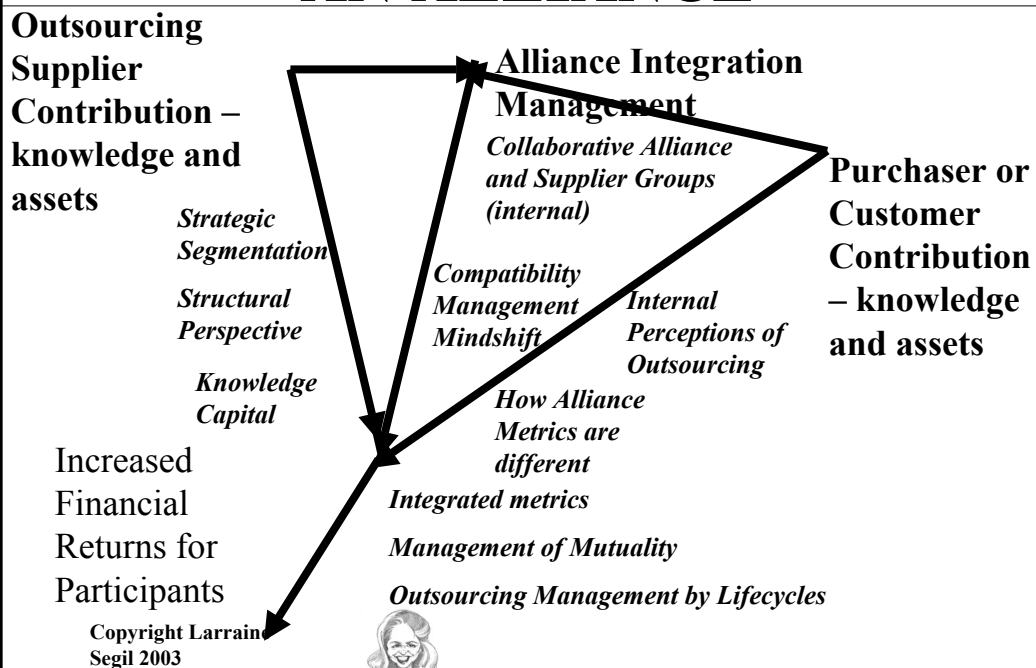
Success and Failure



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Expansion Brochure

